## 3.4 Low-Tar Cigarettes [Snack]

1. **Page Title:**

   Low Tar Cigarettes

2. **Anchor Links (if applicable)**

3. **Primary Page Content**

***Low-Tar Cigarettes*:**

Smokers should not assume that lower-yielding brands are "safe" or "safer" than full-flavor brands. There is no "safe" cigarette. To reduce the health effects of smoking, the best thing to do is to quit; public health authorities do not endorse either smoking fewer cigarettes or switching to lower-yield brands as a satisfactory way of reducing risks.

Health warnings are required on all of our brands, irrespective of their tar and nicotine yields. The FTC has stated that "...~~If consumers are~~ concerned about the health ~~effects~~ of smoking, ~~cigarettes they should~~ stop smoking. ~~Simply put,~~ There is no such thing as a safe smoke." The Commission also reiterates that "[t]he National Cancer Institute and the U.S. Food and Drug Administration stated in comments that new data suggests that the limited health benefits, previously believed to be associated with lower tar and nicotine cigarettes, may not exist."

- FTC press release stating that "there is no such thing as a safe smoke".

Click here for more information about understanding tar and nicotine numbers. (Link to 2.3)

~~An additional word for smokers who may be interested in obtaining less tar and nicotine from their cigarettes~~: It is ~~claimed~~ that smokers "compensate" for the reduced tar and nicotine yields of some brands by smoking them differently from smokers of higher yield brands. For example, they may take more or larger puffs, smoke more of the cigarette or block ventilation holes that contribute to the lower reported yields of some brands. **Generally speaking, the more intensely a smoker smokes a cigarette, the more tar and nicotine he or she will inhale from that cigarette.** If you are interested in reading more about smokers' "compensation" and how it could affect your intake of tar and nicotine:

We have provided links on this page that directly access views of the public health community regarding lower-tar cigarettes and articles relating to "compensatory" smoking behavior.

View a diagram pointing out the typical location of ventilation holes on our cigarette brands that utilize them.

4. **Featured Content Area**

5. **Internal Links**

**Mike Folie, PM USA Editorial Services Department – (917) 663-2099; foliemike@pmusa.com**



Source: https://www.industrydocuments.ucsf.edu/docs/syxk0001

**6. External Links**

**Compensation:**

- From the FTC
- Institute of Medicine
- From tobacco control advocates
- A bibliography of additional references

**Low-tar cigarettes:**

- Analysis from the U.S. Department of Health
- Excerpts from the United Kingdom's Scientific Committee on Tobacco and Health
- An article by tobacco control advocates
- Article from the National Cancer Institute

2

**Mike Folie, PM USA Editorial Services Department – (917) 663-2099; foliemike@pmusa.com**



Source: https://www.industrydocuments.ucsf.edu/docs/syxk0001